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A study model of
Sunset
Boulevard, used
in preparation of
the Sunset
Specific Plan.
Photo: City of
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NOTE: All meetings in PDC Blue Board Room, unless otherwise noted. Contact Hector @ (310) 785-1809 to verify meetings.

Friday, Sept. 8
* ICBO 3rd Annual Conference in Las Vegas (through 9-15).

Tuesday, Sept. 12
* 6:30 pm: Associates
* 7 pm: YAF (call for location)

Monday, Sept. 11
* 12 pm: LA Architect EXCOM

Monday, Sept. 11
* 6 pm: AFLA Meeting
* 6:30 pm: House Tour Comm. Mtg. @ Elijah Slocum Showroom, PDC

Thursday, Sept. 14
* 5:15 pm: Codes (call office @ (310) 785-1809 for location)

Friday, Sept. 15
* 6 pm: AFLA & MOCA Design Council "LA Winners" Cocktail Reception/Ceremony @ MOCA

Friday, Sept. 15
* 6:30 pm: Design Awards Round Table w/ Jurors @ PDC Blue Theater

Sunday, Sept. 17
* 10 am: AIA/LA Sand Castle Competition @ Zuma Beach

Wednesday, Sept. 20
* 7:30 am: LA Architect Board Meeting

Monday, Sept. 18
* 6:30 pm: Tour Comm. Mtg. @ Elijah Slocum Showroom at PDC

Tuesday, Sept. 19
* 7:30 am: LA Architect EXCOM

Tuesday, Sept. 19
* 2:30 pm: AIA/LA Board Mtg. EXCOM

Wednesday, Sept. 20
* 4 pm: AIA/LA Board Mtg. EXCOM

Wednesday, Sept. 20
* 6 pm: New License Reception/Chapter Event

Thursday, Sept. 21
* 3:30 pm: Health "Imaging" * AIA/CC EXCOM-Sacramento

Friday, Sept. 22
* 6:30 pm: House Tour Comm. Mtg. @ Elijah Slocum Showroom at PDC

Monday, Sept. 25
* 6:30 pm: House Tour Comm. Mtg. @ Elijah Slocum Showroom at PDC

Tuesday, Sept. 26
* 6 pm: Interiors Comm. Mtg. (Call office @ (310) 785-1809 for location.)

Wednesday, Sept. 27
* 6 pm: Int'l Practice Comm. Mtg. (call office @ (310) 785-1809 for location.)

Thursday, Sept. 28
* 5:45 pm: Professional Practice Comm. (call office @ (310) 785-1809 for location.)

Right: The classic photograph of the Farnes House interior, by Julius Shulman.



Conservancy at (213) 896-9114.

Alternative Office Expo

Pacific Design Center is expecting 15,000 people to attend its first Alternative Office Expo: Exploring the Changing Culture of Work, to be held September 29, 29 and 30. Statistics reveals more than 30 million Americans now work in alternative office environments, from the home-office employee to the telecommuting worker. In response to the demand for furniture systems to accommodate these workers, the Alternative Office Expo office will present designer vignettes, reports on the latest technology and programs featuring speakers whose particular expertise is in the changing culture of work.

Scheduled programs include: "The Workplace: Facilitator of Continuous Change;" "Organizational Strategies Through Design," "Productivity in the Workplace," "Never Too Far Away: Staying Connected," and "Psychology of New Ways of Working." Admission is \$10 per ticket and \$5 per student. The event is being held at PDC's Center Blue, in the Mezzanine, Floors 2 and 3, and in Center Green, Floor 2.

"Sustainable" continued from p. 4

The Sunset Specific Plan occupies a special niche in the history of planning in Southern California. The site-specific nature of the plan, and its vocabulary of urban-design features specifically tailored for Sunset Boulevard, places it at the forefront of current planning and design thinking. Your Community Development Work, to be held September 29, 29 and 30. Statistics reveals more than 30 million Americans now work in alternative office environments, from the home-office employee to the telecommuting worker. In response to the demand for furniture systems to accommodate these workers, the Alternative Office Expo office will present designer vignettes, reports on the latest technology and programs featuring speakers whose particular expertise is in the changing culture of work.

Architects' Own Homes Tours

The Los Angeles Conservancy is sponsoring the Architects' Own homes tour on two consecutive Sundays in October.

Among the homes featured on the tour are the Eames House in Pacific Palisades, Ray and Shelley Kappe's house in the Palisades, Pierre Koenig's residence in Santa Monica, A. Quincy Jones' house near Century City and Peter DeBretville's double house in Laurel Canyon. The self-driven tour takes place on October 1 and 8. Tickets are \$40 per day or \$60 for both days. Further information can be obtained by calling the

Letters to the Editor:

In your news story, "Two New City Halls," (July, 1995) several inaccuracies appeared that should be corrected. The design commission for the West Hollywood City Hall was awarded to Ellerbe Becket Inc. Ellerbe Becket was never "in association" with Mehrad Yazdani. During the design of the project, Mr. Yazdani was an employee of Ellerbe Becket, and served as the design principal for the project. We request that proper credit be given to Ellerbe Becket as the designer of both the exterior and interior architecture of the project, as well as the mechanical and electrical engineering. **JOSEPH S. LAVELLE, AIA, NCARB PROJECT DIRECTOR, ELLERBE BECKET INC.** Add my name to that of Bill Huang in support of the Affordable Housing Ordinance. In his letter (July 1995) he is right on! He addresses one of the crucial issues facing architects—the delivery of housing in our region, and, more importantly, the quality of life we are creating. Single-family homes on separate lots was once an idea worth fighting for. That ideal, however, has now become an obstacle. As a region which will soon be home to 10 million people, we cannot even hope to house ourselves in conventional suburban tract homes. All of us need to recognize this fact and start creating city living patterns that will provide for this phenomenal growth. Some architects hide their heads in the sand, and assume that they can keep this outmoded ideal for at least some of their clients—probably those who pay the most—know that the growth will come, and it will not be pretty. My firm is currently working with Catholic Charities. The Archdiocese of Los Angeles is trying to be a vital part of the solution of providing affordable housing to a multi-million mark. And the affordable housing incentives ordinance is a common-sense solution to the delivery of housing for a multi-million-person population. Unfortunately, as the saying goes, the captain on deck, as well as the crew down below, don't know what is waiting for them at the bottom of the ocean. I know that architecture can be difficult to understand fully. I also know that our local architectural leadership covers its eyes, its ears and its mouth while the city simmers waiting for that great white whale to appear.

DAVID J. MESA
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"AIA/CC" Continued from page 2

Beginning in 1990, when the law went into effect, the AIA/CC dedicated considerable staff time to ensure QBS compliance on the part of public clients. At first, our efforts and financial commitment were matched by those of the Architects and Engineers Conference of California. In succeeding years, however, the Conference's interest in the issue waned. Currently, only the AIA/CC still carries the ball, which has resulted in a success rate of less than 20 percent on an issue that has absorbed up to 35 percent of staff time.

The AIA/CC draft 1996 Proposed Program Plan and Budget anticipates that expenditures will exceed revenues. Therefore, the Board was asked to comment on whether a change in the approach to this program should be adopted to reduce costs and/or increase its effectiveness. The consensus of those who spoke on the subject appeared to be that QBS is not an area where resources can or should be reduced.

Two approaches gained favor to increase the Council's effectiveness on the enforcement of QBS: 1.0: The council would hire a consultant or part-time staff person to respond in writing and by telephone (and sometimes in person) to RFPs and RFQs that violate the law. This would free Professional Practice staff to pursue other issues and tasks.

2.0: The second approach involves personal advocacy and education on the part of local AIA components. Under this approach, the Council would provide funds to produce training tools for local component staff and members. Our most effective tool to date has been advocacy and education through personal visits by members and staff with public owners. These visits would be conducted in a non-adversarial atmosphere, in which adequate time would be allotted to demonstrate the benefit-

Critical aspects of the QBS to the public client.

Unfortunately, local components have had neither the time nor the volunteer commitment to initiate the calls and visits to local agencies, or to step up to the line to assist agencies before the RFP is created. Once in print, RFPs and RFQs are nearly impossible to change.

An additional benefit of local involvement is that members are calling upon public agencies that are supported by their tax dollars, or upon representatives whom they helped put in office. A call from a local constituent is far more effective than a letter or call from Council staff in Sacramento.

Final decisions on this and other programs will be made at the last board meeting of the year in November 1995. Any thoughts, opinions and recommendations from AIA/LA Chapter members on this subject are welcome.

AIA/LA REPRESENTATIVE TO THE AIA/CC BOARD
ADRIAN O. COHEN, AIA
AIA/LA REPRESENTATIVE TO THE AIA/CC BOARD

Directory of Specialty Consultants, McGraw Hill, Salt Lake City. \$99 softcover.
Design awards may look good on the wall, but getting work depends far more on referrals than on kudos. Referrals, however, are hardly the most reliable means of selling services in an increasingly crowded and specialized design marketplace. Hitherto, architects and design consultants with special expertise have

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— MORRIS NEWMAN

LOS ANGELES GENERAL PLAN FRAMEWORK

The General Plan Framework holds the promise that the future growth of Los Angeles could be guided by enlightened urban-design principles. But Angelenos must discard some long-held myths if the plan is to succeed, write Kate Diamond and Anne Zimmerman.

The debate over the merits of the proposed Los Angeles General Plan Framework is a unique opportunity for Angelenos to choose between counter-productive nostalgia and developing a new vision for our city. There is a mythic Los Angeles, a place where traditional nuclear families from the Midwest and East Coast live affordably in the Southern California Sunshine in their suburban-style single-family home neighborhoods and drive to work on an efficient freeway system. Then there is the real Los Angeles, which has grown and changed into a cosmopolitan, ethnically diverse, world city, with complex problems and enormous potential. And, ultimately, there is the Los Angeles of our shared future—liveable and prosperous, or dysfunctional and frightening, depending on the choices we make today.

The City as an Organic Whole

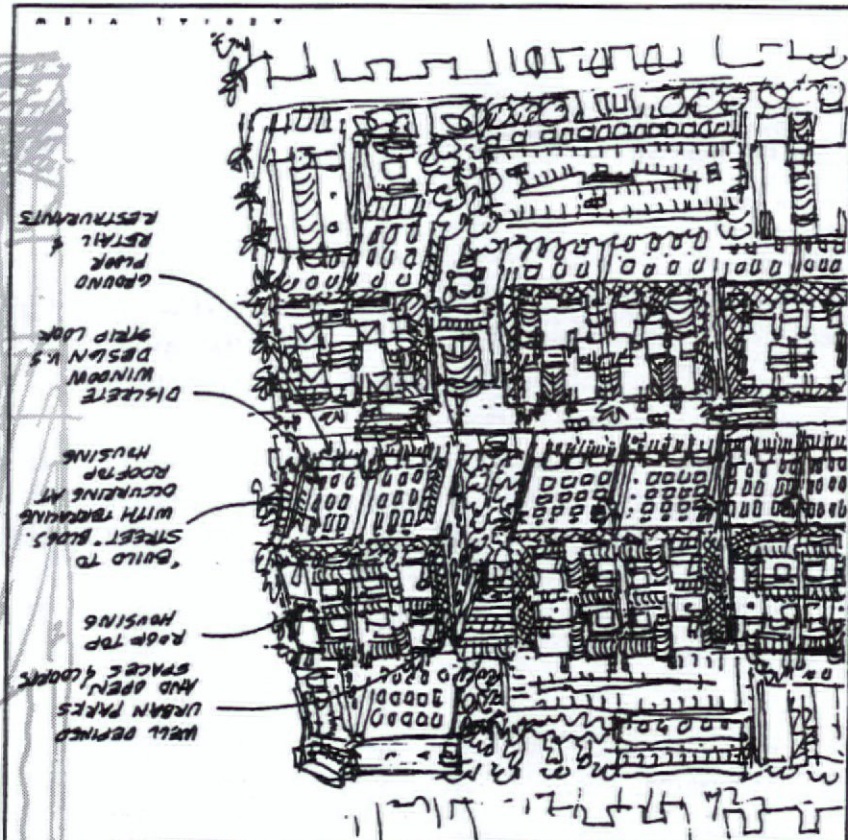
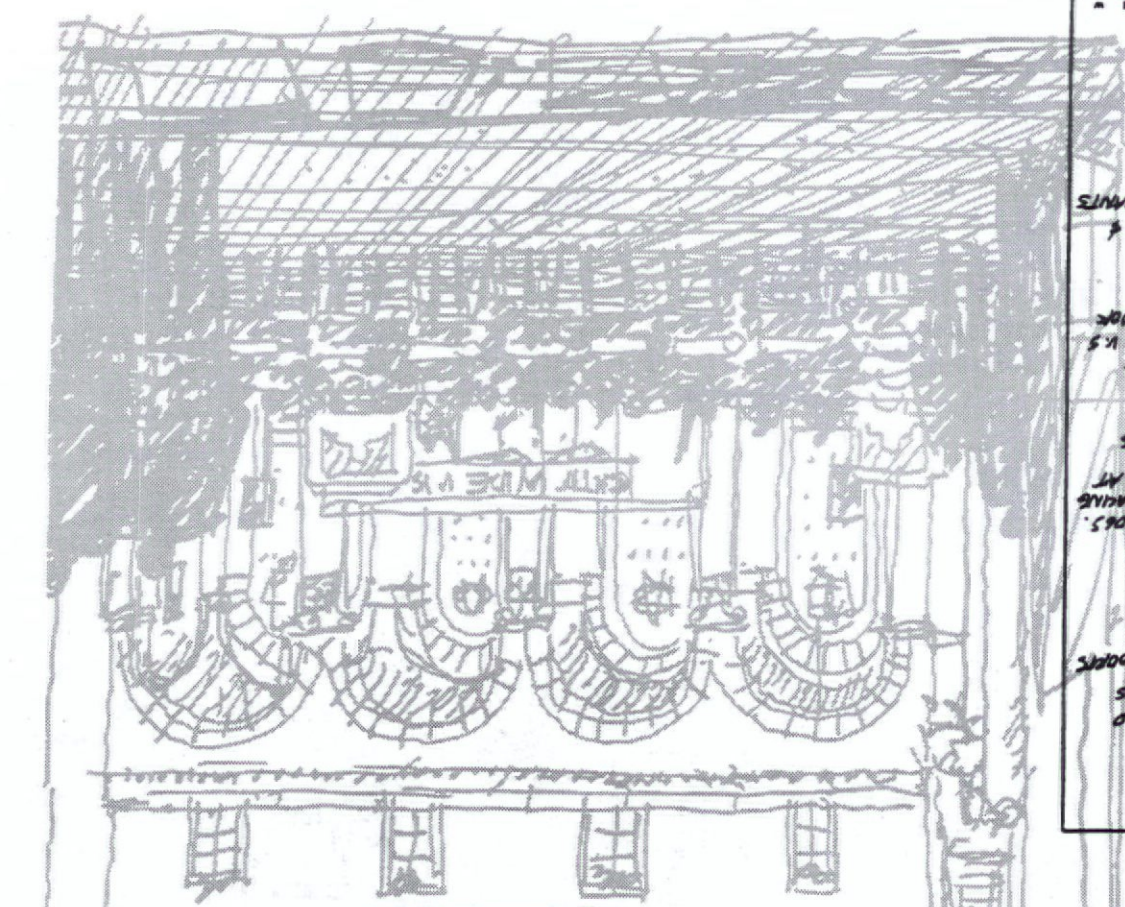
Inserting itself into these diverging realities and dreams, the City of Los Angeles Planning Department has developed a draft General Plan Framework for the future of our city. Revision of the General Plan, mandated by state law, has commendably been seized by the Planning Department as an opportunity to take a broad, comprehensive overview of the city as an organic whole. The framework proposes a vision of the Los Angeles of our future, addressing the integration of the myriad of complex components and systems which must change to allow L.A. to grow into a wonderful place to raise our children and our grandchildren. The extent of growth and change that is envisioned requires that we abandon old myths and think creatively about a new Los Angeles. The framework proposes a vision of our city evolving into a more efficient place to live and work by targeting growth, to reinforce the existing hierarchy of "centers" while protecting our single-family residential neighborhoods. The Framework also recognizes the boulevards as major form-givers in the city and proposes to stem their continuing degradation by encouraging mixed-use and multi-family residential development.

Fairness in Density?

The Framework raises really difficult questions. What is a fair distribution of development? Should each community carry the same burden of growth. Or, by targeting to specific areas, can we actually achieve a better urban form? By creating new, denser neighborhoods, can we actually protect the best of L.A., as we know it today, and at the same time invent new, alternative but potentially attractive choices for our children and our grandchildren? How do we ensure that adequate funding is available to expand and upgrade our public infrastructure, parks and schools to serve these new, more urban neighborhoods?

Ultimately, the new General Plan Framework is an optimistic document. Like all planning efforts, it is based on the assumption that we can make a better future if we analyze our present strengths and weaknesses and develop creative new strategies for change. The Framework is only the first step in this critical planning process. We commend the City for this effort and look forward to its realization.

Katherine Diamond AIA
Anne Zimmerman AIA
Co-chairs, Urban Design Committee, AIA/LA



Bottom left: The Framework proposes "urban villages" on a variety of scales and density.
Below: General Plan Framework: The draft of the city's new general plan promotes courtyards and public spaces.

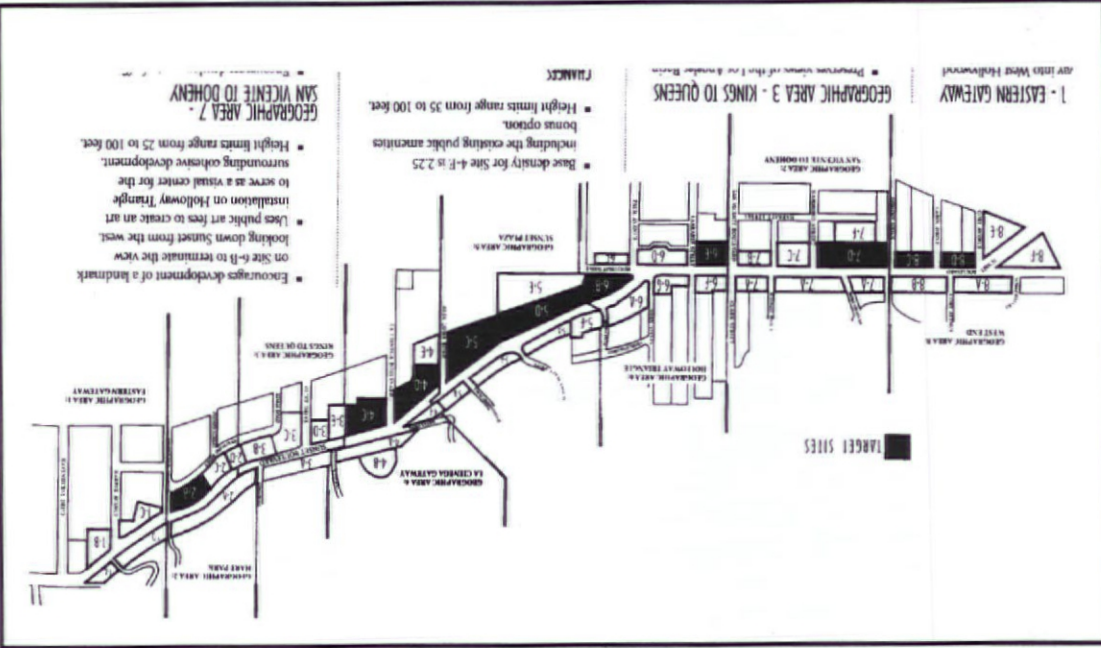
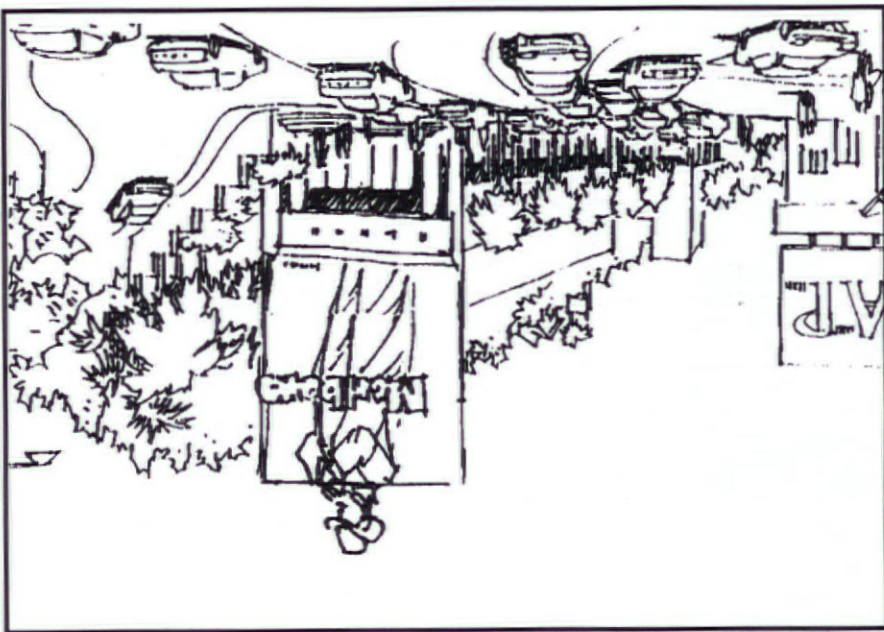
SUNSET BOULEVARD SPECIFIC PLAN

West Hollywood's draft specific plan for Sunset Boulevard attempts to strike the delicate balance between economic development and environmental sensitivity. In an open letter, Deborah Murphy and John Chase argue that Sunset Boulevard is a unique place worth protecting and enhancing—Marlboro Man and all.

We are writing this letter in support of the Sunset Specific Plan. We believe that this plan is in the best interests of the region as a whole, and has important implications for other communities in Southern California. The Boulevard belongs not only to the thousands of immediate neighbors and to those who own businesses and property there, but also to the hundreds of thousands of citizens who travel through, work, play, shop, and dine on the Sunset Strip. There are many people who could never afford to live in the hills above Sunset Boulevard, but who do traverse the boulevard by automobile or bus. The experience of the boulevard is a primary part of their experience of living in Los Angeles for all those people. This experience is a scenic and memorable part of their daily lives. Sunset Boulevard is a regionally significant link that ties together many diverse neighborhoods from downtown Los Angeles to the beach.

There are only a handful of landmark neighborhoods that help create the mythic identity of Southern California as a destination resort. The City of West Hollywood's Sunset Strip is one of these neighborhoods, blessed with scenic beauty, and a lively urban streetscape. Sunset Boulevard is the quintessential Los Angeles street. It has meaning both for neighborhood residents, the region as a whole, and as an international symbol of the excitement and promise of life in Southern California. One of the realities of life here is the ever-increasing population, and the increasingly complex and varied demographics, and the increasingly complex and varied demographics of Southern California. These issues have caused many citizens to concentrate on defending their own neighborhoods against real and perceived dangers of overdevelopment, crime and public activity that they perceive as upsetting or disquieting. In so doing, what tends to get lost is a sense of the overall public good.

top: The plan embraces the Sunset Strip's bill boards as landmarks for urban design.
bottom: The plan identifies 18 "view cones" to preserve vistas of both the Hollywood Hills and the L.A. basin.



Recognizing The Uniqueness of Each Site

The existing plans and zoning regulations work against these objectives by mandating a monotonous, undifferentiated streetscape that ignores the development capacity and suitability of each site. Current zoning allows for a Berlin Wall of four stories in height, without adequate provision for the range of difference in topography and views that characterize the Sunset Strip from site to site. The proposed Sunset Specific Plan does not increase the overall future development capacity on Sunset Boulevard. What it does do is to make the nature of the development far more responsible to the unique qualities of each site. Both explicitly and de facto, the actual implementation of the plan would effectively limit both the amount of potential overall development as well as the automobile trips that future development could potentially generate. By considering the special qualities of each site during the specific plan process, rather than one by one, over time, as the sites come up for development, the planners have the opportunity to evaluate how each site can best contribute to the Sunset Strip as a whole. The importance of the proactive elements of the plan cannot be overstated. They communicate very clearly to all potential developers, architects and planners what the city's concerns are, right from the start. The urban design devices, such as the view corridors, and the pedestrian-oriented amenities, give developers tools to fashion projects that contribute to the unique quality of the Sunset Strip.

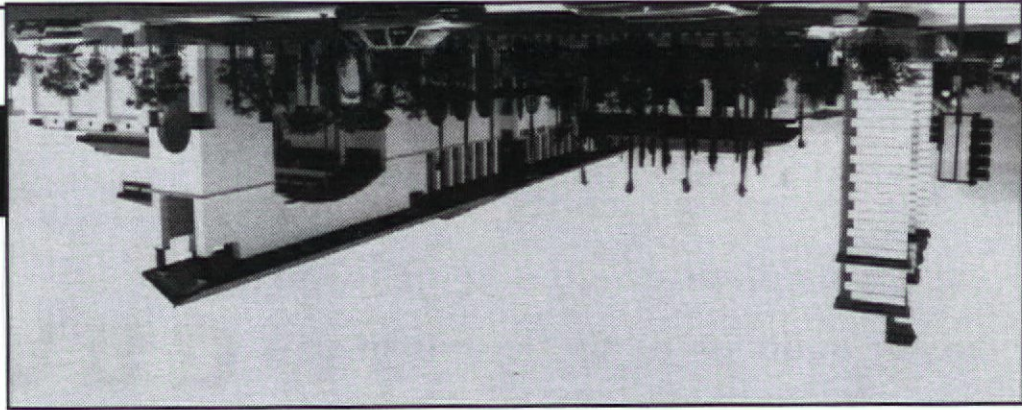
We believe that the plan's provision for wide sidewalks must be retained. It is a crucial urban design element that makes the boulevard habitable for pedestrians and enhances the Sunset Strip's sense of being a grand boulevard for motorists.

A part of the plan that we would like to see further developed is the city's responsibility for the character of this landscape. The structure of the Strip. The type and character of this landscape is the element that creates the sense of the Strip as a magnificent scenic boulevard. Having a well articulated backdrop of landscaping will act as a unifying element. It will set of the diverse character of the historic buildings and of the possible new development called for in the plan. These kinds of improvements have transformed both economic and social sense of other urban environments, such as Market Street in San Francisco and the Third Street Promenade in Santa Monica. Visitors to the Strip have built-in expectations of the excitement they expect the physical surroundings that they expect the physical surroundings to communicate. The existing streetscape, in its present form, must be taken on quantum level further if the City of West Hollywood hopes to satisfy these expectations.

We would like to see the city take a proactive role by hiring a firm capable of creating an imaginative and striking streetscape plan. Such a plan should address paving, planting and street furniture and all other aspects of the pedestrian/automobile streetscape development. There are methods of financing the implementation of such a plan, such as forming an assessment district. Selecting a means of financing would ensure that any streetscape improvements beyond those currently planned would be installed simultaneously, rather than on a piece-meal basis. Anything less will not live up to the reputation of the Sunset Strip as a world-class boulevard.

Critique

Culver City City Hall by
CHCG Architects. (Detail)
Photo: Fred Stocker



"If architects are to continue to do useful work on this planet, then surely their proper concern must be the creation of place...."

Charles Moore, in "Plug It In, Ramses, and See if It Lights Up: Because We Aren't Going to Keep It Unless It Works," *Perspecta 11*.

Gertude Stein's infamous quip about Oakland, "There's no there there," travels readily to Culver City. What passes for a "down-town" is a placeless place where Culver and Washington Blvds. cross, recently made even less identifiable by a thoughtless realignment of the intersection. What are the obligations of a public building thrust into such an unpromising environment? What role(s) could it or should it play as a piece of civic urban architecture? One apparent obligation is to mark a place - one that is recognizable and memorable, apart from the general urban continuum. And paradoxically, one role is to reinforce, reinvent and reconfirm the urban landscape.

The Pasadena firm CHCG won the daunting task of designing a new Culver City City Hall and they were, I think, only partly successful. Sited in such an undesirable place, only partly offering its polite and conventional in concept where it needed to be a bold, assertive presence to mark a building composed around itself, about itself, sitting in splendid isolation on its site, yet oddly failing to claim its site. As surely the most important public building in Culver City, it needed to mark a center, to create a memorable place and possibly act as a paradigm for future development. In that daunting task, it has failed. It's a lot to ask of a building, but shouldn't we rightly be making those demands?

BOOK REVIEWS

TOM WHITLOCK

Steven Ehrlich. Introduction and text by Eleanor Lynn Nesmith. Rockport Publishers, distrib- uted by AIA, \$19.95 pb

A compact survey of 19 build- ings and projects by one of L.A.'s most humane, creative, and dis- ciplined architects. Best-known for the airy volumes of his houses, and the urbanity of his institutional buildings, Ehrlich has begun to

expand, but the similarities stop there. Dense urbanity and unspoiled country are sharply juxtaposed. Public housing estates dating back to the turn of the cen- tury are admirably maintained and between. Ehrlich has begun to

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Berlin: World Cities III. Edited by Alan Balfour. Academy Editions, \$95 hc.

L.A.'s twin city feels equally expansive, but the similarities stop there. Dense urbanity and unspoiled country are sharply juxtaposed. Public housing estates dating back to the turn of the cen- tury are admirably maintained and between. Ehrlich has begun to

Re: American Dream - Six Urban Housing Prototypes for Los Angeles. Princeton Architectural Press, \$19.95 pb.

A slim companion to a ground- breaking exhibition at the L.A. Municipal Art Gallery in Barrisdall Park, in which six young architects proposed innovative solutions to a home ownership - a dream that is fast receding for most Americans. The emphasis was on urban solu- tions that would address the grow- ing population and escalating costs of land and construction. The par- ticipants included Janek Bielecki, Central Office of Architecture, Johnson+Favaro, Guthrie+Bursch, Mary-Ann Ray, and Roger Sherman. Sylvia Lavin, John Kaliski and Jennifer Schab have contributed brief essays to the book - which every socially responsible architect should peruse, and which should be made compulsory reading for every pub- lic housing official and developer.

Scenes of the World to Come. Jean-Louis Cohen. Flammarion, distributed by Abbeville, \$50 pb

A fascinating chronicle of the impact of North America on European architects from 1893 to 1960, compiled by a leading French historian to accompany a major exhibition at the Canadian Center for Architecture in Montreal. Europeans have always had a love-hate relationship with the US, but—however much they deplored American vulgarity, com- mercialism, and philistinism—they were dazzled by the size and efficiency of our buildings. It began with Wright, and the Chicago World's Fair - which was, stylistically, a wallow in period kitsch. Adolf Loos paved the way for Richard Neutra, who impressed later generations with his cool rationality. Silos and sky- scrapers, parkways and urban canyons, Ford's factories and the Eames House all stirred impassioned debate, especially in the aftermath of the two world wars, when a prosperous America con- fronted a prostrate Europe. Little of that sense of wonder survives.

Streamline: American Art Deco Graphic Design. Steven Heller and Louise Fili. Chronicle Books, \$16.95 pb

Third in a series of image- crammed pocket books, following on the heels of Dutch Moderne and Progressive German Graphics.

Re: American Dream - Six Urban Housing Prototypes for Los Angeles. Princeton Architectural Press, \$19.95 pb.

A slim companion to a ground- breaking exhibition at the L.A. Municipal Art Gallery in Barrisdall Park, in which six young architects proposed innovative solutions to a home ownership - a dream that is fast receding for most Americans. The emphasis was on urban solu- tions that would address the grow- ing population and escalating costs of land and construction. The par- ticipants included Janek Bielecki, Central Office of Architecture, Johnson+Favaro, Guthrie+Bursch, Mary-Ann Ray, and Roger Sherman. Sylvia Lavin, John Kaliski and Jennifer Schab have contributed brief essays to the book - which every socially responsible architect should peruse, and which should be made compulsory reading for every pub- lic housing official and developer.

Scenes of the World to Come. Jean-Louis Cohen. Flammarion, distributed by Abbeville, \$50 pb

A fascinating chronicle of the impact of North America on European architects from 1893 to 1960, compiled by a leading French historian to accompany a major exhibition at the Canadian Center for Architecture in Montreal. Europeans have always had a love-hate relationship with the US, but—however much they deplored American vulgarity, com- mercialism, and philistinism—they were dazzled by the size and efficiency of our buildings. It began with Wright, and the Chicago World's Fair - which was, stylistically, a wallow in period kitsch. Adolf Loos paved the way for Richard Neutra, who impressed later generations with his cool rationality. Silos and sky- scrapers, parkways and urban canyons, Ford's factories and the Eames House all stirred impassioned debate, especially in the aftermath of the two world wars, when a prosperous America con- fronted a prostrate Europe. Little of that sense of wonder survives.

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Continued on page 6, column 3

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President's

Message

Surprise!

We have finally done it! We have moved into our new Pacific Design Center offices. The result of a rewarding collaboration of designers, contractors, manufac-

turers, vendors and volunteer labor, our new offices showcase the creative spirit of both Chapter members and the design industry.

Located on the mezzanine level of the "Blue Whale," the AIA/LA suite includes large and small conference spaces, a library, staff and associates work areas, an office for LA Architect, and a full kitchen.

Public areas can support receptions, exhibitions and meetings. These spaces combine art with business, work with pleasure.

What is most remarkable is how we got there. The design architect, Coe Design, and the contractor, Swinerton & Walberg, were selected through an RFP process.

We knew they were good, but they have shot way beyond our expectations, donating goods of extra energy and commitment.

And the Building Committee, led by President-elect Michael Hricak, AIA, focused on finding contribu-

tions from our many industry friends. Executive Director, Nicci Solomons, however, was the real team leader. Assuming the role of

client, she has proven her phe-

nominal mettle. With exceptional instinct, grace, diplomacy and

building team to new heights.

Most people thought the odds were impossible. Imagine, after all, trying to please more than

1,600 architects! Imagine a bud-

get of only \$27,000 for nearly 3,500 square feet, and a move-in

date a mere 11 weeks after the start of design. Swinerton's first estimate was ten times higher than

the final budget. With extraordinary contributions from designers and contractors, craftsman, furniture

dealers and many, many others, the design was ultimately realized.

The big lessons are these: We have countless friends in our industry who deserve to be remembered and supported.

Fundraising with tangible goals, such as new offices or a special event, will succeed if we're gen-

uine, and if we embrace our col-

leagues in related fields.

Small Project Referral List

PRESIDENT, LA/AIA

LANCE BIRD

back. The payoff may surprise you.

you have to take part. Don't hold

community. To tap the energy,

each of us, our Institute and the

industry will lead to success for

Harnessing the vast energy of our

AIA/LA architects interested in

being listed on the Small Project

Referral List should are requested

to fax all pertinent information to

Hector at (310) 785-1814.

Kudos From the Board

The Chapter Board commends the following people for their noteworthy contributions to the

Chapter:

* John Mullow, FAIA, for his dedication and effectiveness in

Habitat for Humanity.

* Frances Garcia-Marques, Associate AIA, for her heroic, efforts

in the Masters of Architecture lec-

ture series.

* Ethel Rubio, Associate AIA, for her fine work in orga-

nizing the IDP Workshop at

Gensler & Associates on June 17.

* Chris Tosdevin of Bultaup, for hosting a wonderful reception

to celebrate the end of the

100/100 exhibition.

* Sejong Ding, Associate AIA, for organizing the architec-

tural licensing seminars.

The Board also extends special

appreciation to Robert Avila,

who is completing his six-month

assignment in Chapter fundraising.

Thanks for your fine contribution

and best of luck to your future

endeavors, Robert.

Chapter Officer Nominees

open; two-year position):

* Board Director (four positions

DeJong, AIA.

Bernard Altman, AIA; Bruce

* Secretary (two-year position):

Steven Kanner, AIA;

Michael Pride-Wells, AIA;

Robert Nasraway, AIA;

Stephen Converse, AIA;

Michael Lehrer, AIA.

* AIA/CC Delegate (one posi-

tion open; two-year position):

Gordon Parks, AIA.

* Vice President/President-elect:

affordable "green design," cost

estimating for small projects, steel

stud houses, the business aspects

of running a Microfirm, landscap-

ing for small projects, marketing

for the small firm, and many more

topics and discussions.

We will meet on a monthly basis

in the evening for presentations.

In the future, we will also consid-

er a monthly brown-bag lunch for

round-table discussions, presenta-

tions and general sharing of infor-

mation. The evening monthly

meetings will be held on the sec-

ond Wednesday of every month at

5:45 pm, starting in October.

Interested parties can obtain fur-

ther information by calling the

Chapter office.

Meetings are free to AIA mem-

bers, with a nominal charge to non

members. Please RSVP to the

LA/AIA office, so that we know

the number of handouts to pro-

vide. And remember to bring your

AIA member number to receive

Continuing Education credits.

AIA/CC Board to Debate Quality-Based Selection

JANICE KENT, AIA

One of the most important legislative issues affecting the practice of architecture for public clients is Quality-Based Selection (QBS). This legislation, as well as AIA/CC's efforts to ensure compliance, was the subject of discussion at the AIA/CC board meeting held on August 4 in San Francisco.

In 1989, the AIA/CC and its coalition partners successfully lobbied for legislation that extended the provisions of a law known as the Mini Brooks Act. The law mandates the selection of professional consultants based on qualifications, rather than fees, to include selections made by local jurisdictions. The language of the law contains areas of ambiguity. Some public clients have cited these ambiguities as a license to sidestep the intent of the law.

A new and exciting committee is being formed: the Microfirm Group. The Microfirm is defined as an office consisting of a sole practitioner or a very small firm of several people. Due to the changing environment, which has its office environment, which has its own needs and parameters. The ways in which these offices are set up and run projects differs from those of larger, more traditional firms. Finding immediate answers to questions, and keeping up with

October 2, 1995.

received no later than Monday,

Angels, CA 90069, and must be

Melrose Avenue, Suite M3, Los

Committee, AIA/LA, 8687

AIA, Chair, Michael Hricak,

addressed to: Michael Hricak,

Letters of nomination should be

agreed to serve, if elected.

Standing. Each nominee must have

Architect Members-in-Good-

seconded by four Chapter

AIA, for her fine work in orga-

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Gensler & Associates on June 17.

* Chris Tosdevin of Bultaup,

for hosting a wonderful reception

to celebrate the end of the

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* Sejong Ding, Associate

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The Board also extends special

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Thanks for your fine contribution

and best of luck to your future

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L.A. Architect

L.A. Architect September 1995

Left:

To be honored at AFLA event: Award-winning Christina offices by Kanner Associates

roots" membership, which is indicative of his deep sense of obligation to the office to which he was elected. The Institute is fortunate to have a president with such thoughtful, far-seeing, diplomatic and dynamic leadership qualities. And AIA/LA is lucky to be able to claim him as "one of ours!"

JANICE AXON, HON. AIA

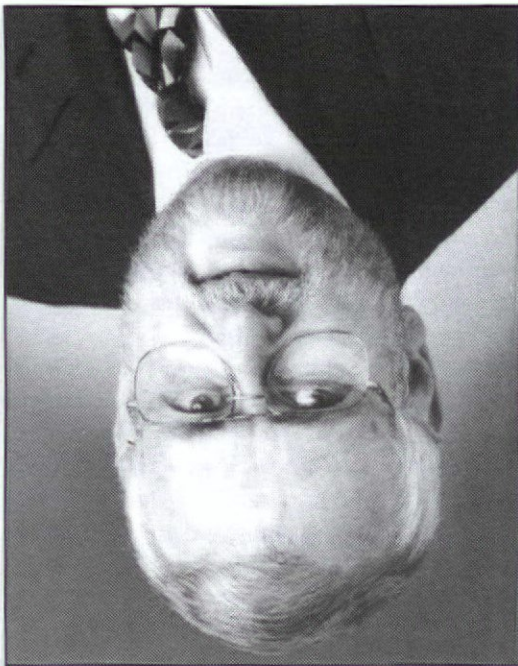
Schindler Scholarships for Europeans

A group of European architectural students and artists have received the first eight Schindler Scholarships awarded by the Austrian Museum of Applied Arts in Vienna.

Four of the winners have the opportunity to live in the Mackey Apartments, designed by Rudolf Schindler, which is currently one of the two L.A. locations of the Austrian Museum, known in Vienna as the Österreichisches Museum für Angewandte Kunst (MAK). The museum's other L.A. base is the Schindler House in West Hollywood.

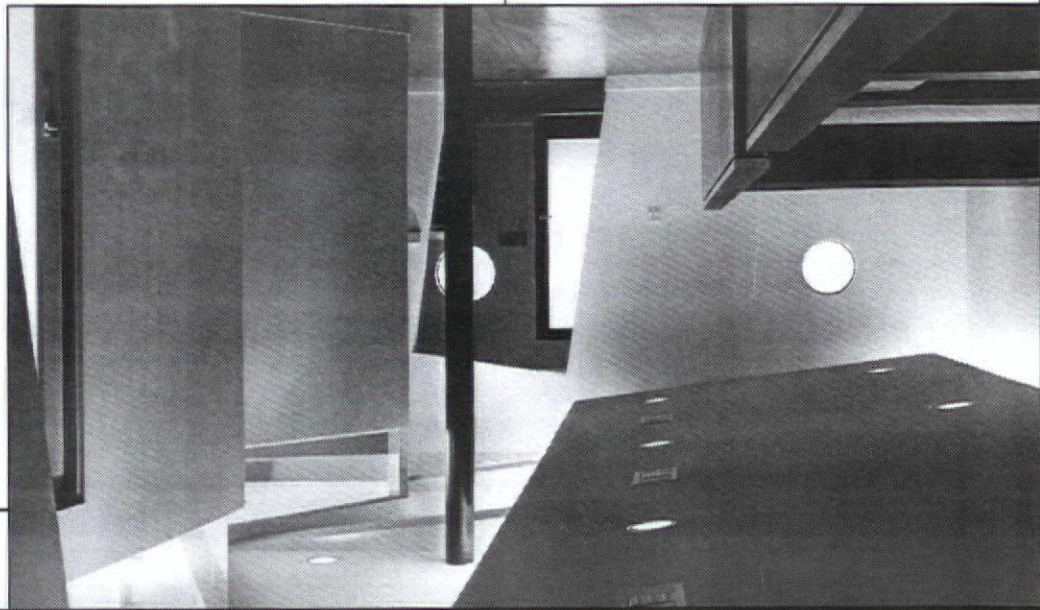
The winners are Gilbert Bretterbauer, Austria; Marta Futterer, Italy; the team of Sandra Svetlana Heger, Austria, and Plamen Dejanov, Bulgaria; Christoph Kasperovitz, Austria; Andrea Kocovar, Austria; Andrea Lenardin, Austria; Flora Neuirth, Austria; and Jochen Traar of Germany.

The recipients qualified for the scholarship on the basis of L.A.-oriented projects. The Heger-Dejanov team, for example, proposed "L.A., CA. City Apartment," an environmental artwork consisting of six separate rooms located throughout the L.A. area.



Right: One of our own: AIA National President Chet Widom, FAIA

CHAPTER EVENTS:
Friday, Sept. 15: "Evaluating Architecture: Criteria for Excellence," A panel discussion with the jurors of the LA/AIA 1995 Design Awards, including Stanley Saitowitz, Ralph E. Johnson FAIA, Laurie Hawkinson and Samuel Mockbee FAIA. Moderator: Louis Naidorf FAIA. Pacific Design Center, Center Blue Theater. Reception: 4 pm. Panel: 5:30 pm. Sunday, Sept. 17: Fourteenth Annual Sand Castle Competition. Zuma Beach on Pacific Coast Highway, west of Kanan Dume Road. 10 am-5 pm. Monday, Sept. 19: Open Chapter Event: New Licensee Reception. Blue Conference Center, PDC. 6 pm. Call chapter for reservations 310-785-1809



Foundation Hosts "L.A. Winners"

The Architectural Foundation of Los Angeles is scheduled to host the second installment of "L.A. Winners," a black-tie salute to the winners of the design awards from the AIA Los Angeles Chapter.

The biennial event, being to be held at the Los Angeles Museum of Contemporary Art, celebrates the accomplishment of local leaders in architecture, landscape architecture, and interior design and industrial design, who have received state, national or international awards in the past two years.

Among this year's honorees are Craig Hodgetts and Ming Fung; Ray Kappe, FAIA; Steve Ehrlich, FAIA; Lauren Rottet, AIA; John Mutlow, FAIA; Ron Goldman; Eric Owen Moss; Mark Rios; Michael Hricak, AIA; and William Adams.

All proceeds of the event will go toward public awareness programs of the foundation, as well as the museum's Architecture and Design Council.

The event is being co-sponsored by the Museum of Contemporary Art.

A Portrait Of Chet Widom FAIA

In reading the latest issue of National AIA's AIArchitect, I was again filled with pride that the leader of this organization is our very own Chester A. Widom, FAIA. Co-founder of a well-known and highly respected local firm, Widom Wein Cohen, Chet is a current member and former board director of AIA/LA. He also served the AIA/CC as its Government Relations chair, its president, and, for three years, as one of its representatives to National's board of

Certainly, we have had AIA/LA members who have served as Regional Representatives to the AIA Board, most recently, Donald C. Axon, FAIA (Class of '89) and Ronald A. Altoon, FAIA (Class of '94), who is also serving in 1995 as a National Vice President. To the best of my knowledge, there was one other AIA/LA member elected as a National Vice President: the recently deceased, and much mourned, Samuel E. Lunden, FAIA, who served as such in the late 1940s.

Enough of history. We must admire—and be grateful for—Chet's dedication to the enhancement of the architectural profession; his innovative concept of the "citizen architect;" his far-sighted concern at the effect the current governmental "slash and burn" approach to reduce expenditures will have on architects, their families and the country as a whole; his successful programs to foster international architectural relationships; his considered evaluation of the problems involved in the current Affirmative Action issues; and his high-profile presence, his high-profile presence in the Washington governmental arena, and much more. Also important has been Chet's continued and tireless efforts to establish an amicable 'pact' between AIA and NCARB, in which the roles of each are defined and are seen as complementary to each other. Chet very capably accomplishes all this, while making it a point to be always accessible and responsive to the "grass-